

Oakland's A's Press Release

11/14/06

A's purchase 143-acre parcel from Cisco Systems with intent to construct new ballpark

A's and Cisco agree to 30-year naming rights deal for new stadium

OAKLAND, Calif. -- Oakland Athletics owner and managing partner Lew Wolff announced today the A's have reached an agreement to purchase a 143-acre parcel from Cisco Systems with the intent of constructing a baseball park in the City of Fremont.

The state-of-the-art baseball-only stadium will be named Cisco Field as part of a 30-year naming rights agreement, which is valued at \$4,000,000 million annually, with the potential for annual increases based on inflation. This naming rights agreement is transferable at any time. As part of the naming rights deal, Cisco will be granted an undisclosed amount of guaranteed print, radio and television exposure.

360 Architecture, with offices in Kansas City, Mo., Columbus, OH and San Francisco, and Gensler, with offices worldwide, will serve as the primary design companies for the ballpark.

Cisco Field will be located in Fremont, which is approximately 20 miles to the south of McAfee Coliseum, five miles north of the Santa Clara County line and 12 miles from downtown San Jose. With a population of over 210,000 people and an area of 92-square miles, Fremont is the fourth most populous city in the Bay Area and California's fifth largest city in area. The ballpark site is proposed to be located on the west side of Interstate 880 off the Auto Mall Parkway.

The partnership with Cisco also includes a broad marketing and business agreement which will underscore the A's commitment to create a unique fan experience by leveraging state-of-the-art network technology throughout the ballpark and franchise operation. As a result, Cisco Field will be one of the most technologically advanced stadiums in the world and will demonstrate the positive role technology can play in sport, entertainment and connecting communities. Cisco's technology will be used to enhance every facet of the stadium, from ticketing and concessions to management of game day operations.

The partnership allows Cisco to utilize the facility for corporate and community events and to create a Cisco Customer Solutions Center at the ballpark in an effort to showcase the use of networking technology in a stadium. Cisco becomes the "Official Technology Partner of the A's and Cisco Field" and the A's will deploy Cisco technology to serve the needs of Cisco Field and the baseball village.

Groundbreaking on the project will commence once the A's gain approval from the City of Fremont, Alameda County and other government agencies. The estimated cost of the ballpark is between \$400-500 million (excluding land) with construction time taking between 24-36 months.

The anticipated funding for the ballpark will be a combination of private equity and the application of the value of land use entitlements that will be generated by the activities of the ballpark and the adjacent ballpark village developments. The public assistance sought will be in the form of processing the development activity in the most efficient manner possible, the agreement that benefits generated solely by the development will in part or in total be used to facilitate the development program in a manner that will not impose on general fund or bonding issues on local government and other aspects of public-private cooperation that will stand the test of public acceptance.

"Today marks the beginning of a new era in A's baseball in the Bay Area," said Wolff. "Cisco Field will become a destination attraction that will be enjoyed by baseball fans throughout the Bay Area and beyond for generations to come. The location of the ballpark will enable us to significantly expand our market place while giving our fans a unique experience at what promises to be one of the most exciting venues in the country. We thank Cisco Systems for the will and ability to make this new standard in fan and sponsor experience a reality. We have a number of rivers to cross, but once the value of what Cisco and the A's are committed to accomplish is clear to the citizens of Fremont and Alameda County, we are confident our plans will add to the economic, social and community base of the region we serve."

"The A's are more than just a great baseball team, they are a symbol of the Bay Area, and Cisco is proud to play a role in ensuring they continue to call it home," said Cisco President and CEO John Chambers. "Technology is changing every aspect of our life experiences and for Cisco, this is an opportunity to harness the power of our own innovative technologies to create a truly unique experience that transcends sports, connects communities and takes the fan experience to a whole new level."

"Cisco intends to be aggressive in ensuring the entire Bay Area community, particularly younger fans, have the opportunity to enjoy the A's experience. We have a vision for how to make Cisco Field the model for all sports franchises," he concluded.

"This announcement of a new ball park for the Oakland Athletics ensures the long-term stability of the club in the Bay Area," said Major League Baseball Commissioner Allan H. (Bud) Selig. "I congratulate Lew Wolff of the Athletics and John Chambers of Cisco for developing a partnership that will benefit the community as well as the A's and Cisco."

"As the landscape of baseball economics has changed dramatically in recent years, the importance of new ballparks that maximize the fan experience and expand club revenues, enabling the home team to remain competitive, can not be understated."

Up to date information on the progress of Cisco Field can be obtained on the team's official website Oaklandathletics.com. The Cisco Field link will include an overview of the project, artist renderings, videos, a virtual tour and ballpark facts and figures. Fans may also offer their suggestions regarding any aspect of Cisco Field through a special feedback section. Fans suggestions will be compiled on a weekly basis and forwarded to A's management.

The A's will continue to operate under its current lease agreement at McAfee Coliseum through the 2010 season, with the addition of three one-year club options through the 2013 season. Opened in 1966 and home of the A's since 1968, the Coliseum is the eighth oldest ballpark in the Major Leagues behind Fenway Park (1912), Wrigley Field (1916), Yankee Stadium (1923), RFK Stadium (1961), Dodger Stadium (1962), Shea Stadium (1964) and Angel Stadium (1966), although both Yankee Stadium and Angel Stadium have undergone significant renovations over the years. The Coliseum is one of only four multi-purpose stadiums in the Major Leagues, including Dolphin Stadium in Miami, The Metrodome in Minneapolis and Rogers Centre in Toronto.

One of the American League's original franchises, the Athletics have won nine World Series championships and have captured 15 American League pennants. Only the New York Yankees (26) and St. Louis Cardinals (10) have won more World Series championships than the A's. Since 1968, the A's have captured four World Series titles, six American League pennants, 14 AL West Division titles and one AL Wild Card. The A's are one of the most community-minded teams in all of sports as the organization continues to support numerous charitable organizations in an effort to improve the quality of life of people throughout the Bay Area.

Headquartered in San Jose, Calif., Cisco Systems, Inc. (NASDAQ: CSCO) is the worldwide leader in networking for the Internet. Information about Cisco can be found at www.cisco.com. For ongoing news, please go to newsroom.cisco.com.